

Digital Marketing Report

Impressions

How many ads were served:

66,713

Clicks

Times a user clicked on an ad

686

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

1.03%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

1.03%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

14.69

X the National Avg (.07%)

*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.

Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Skyline Living LV - Apartments.com/Apartments Facebook/Instagram Premium	64,110	638	1.00%	14.22
Skyline Living LV - Retargeting Facebook/Instagram Premium	2,603	48	1.84%	26.34

Meta Post Engagements

1,343

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions

8

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

2

The total number of people who shared your ad, giving your campaign free impressions

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Skyline Living LV_Skyline May 2026.png	66,496	686	1.03%	14.74
Skyline Living LV_Skyline May 2026.png v2	217	0	0.00%	0.00

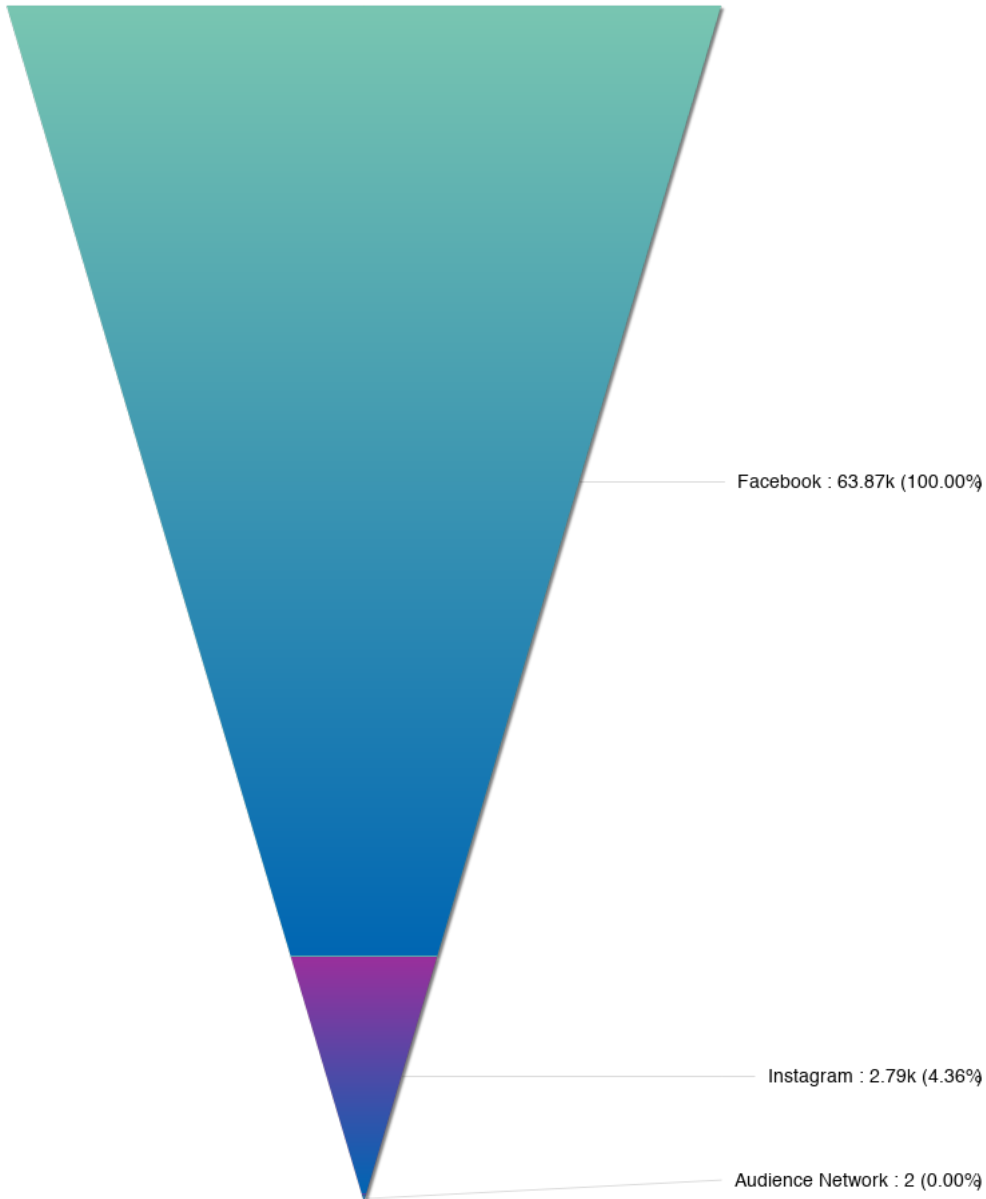
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	65,335	676	1.03%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	978	7	0.72%
Desktop	A personal computing device that remains stationary at one location.	249	0	0.00%
Unknown	---	151	3	1.99%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	52,761	514	0.97%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	8,705	9	0.10%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	2,100	51	2.43%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	1,614	74	4.58%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	738	26	3.52%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	486	10	2.06%
Instagram Stories	Your ads appear in people's Stories on Instagram.	199	2	1.01%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	59	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	41	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	8	0	0.00%

Social Placement Performance by Impressions



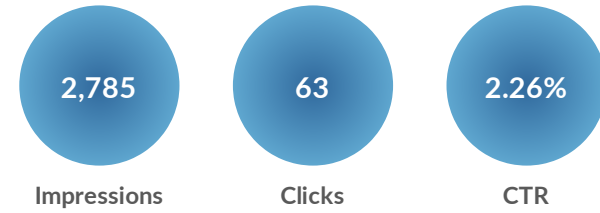
Facebook News Feed Performance



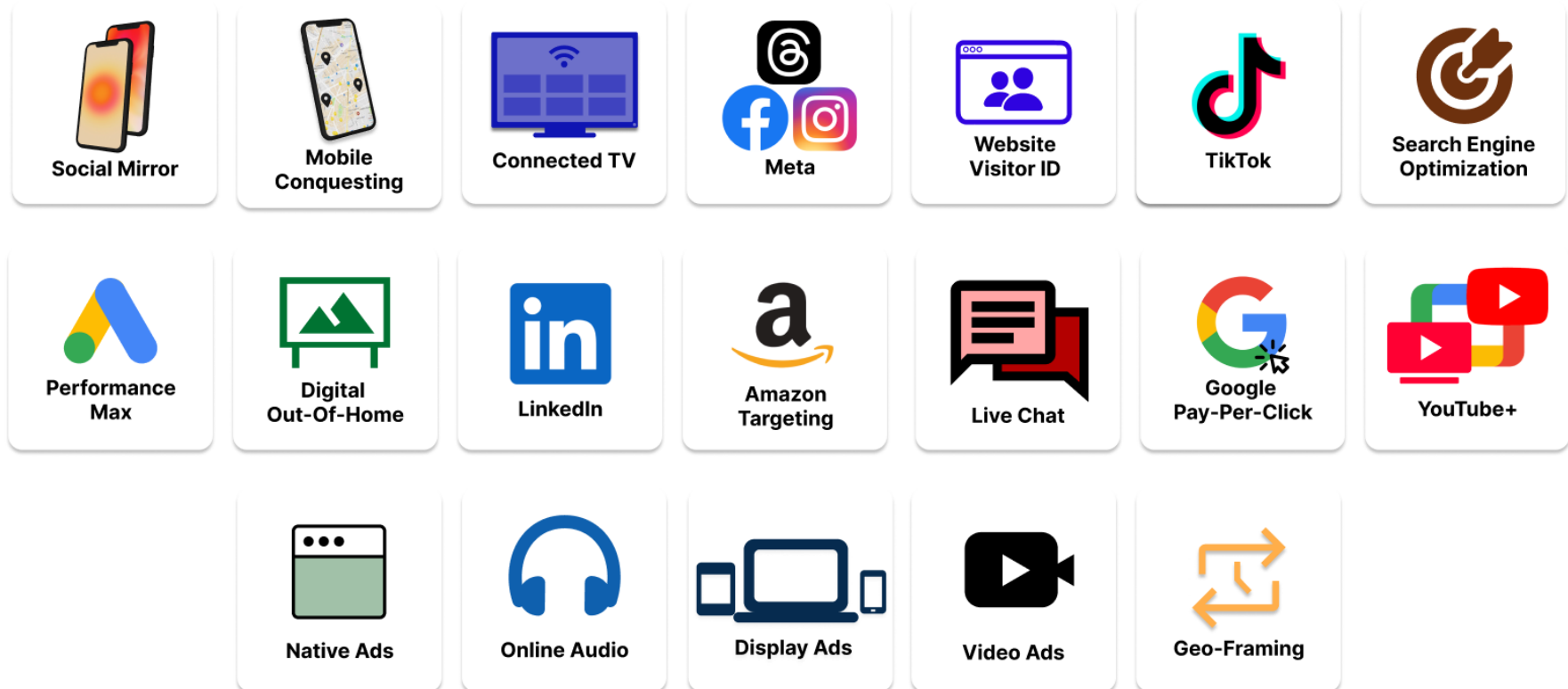
Audience Network Performance



Instagram Performance



All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.